

EDUCATIONAL OUTREACH 2008 - 2009 SNOW SEASON



**Presented to Common Council Organizational Committee,
October 28, 2008**

OUR GOAL: PUBLIC AWARENESS THROUGH EDUCATION & COMMUNICATION

SNOW EMERGENCIES ARE NECESSARY SO:

- City streets can get plowed.
- Adequate street parking remains for residents.
- Public & Emergency Vehicles can get through central arteries of the City to keep the City running smoothly.



EDUCATIONAL OUTREACH: ONGOING FOR 2008-2009

- **PARKING ENFORCEMENT OUTREACH:** Parking Enforcement canvassed the Snow Emergency Zone (SEZ) with brochures on SEZ parking rules.
- **SEZ PARKING RULES:** SEZ Parking Rules brochures were given to resident's applying for a Residential Parking Permit.
- **STREETS WEBSITE:** SEZ info posted on the Streets website year-round.

OUTREACH DURING A SNOW EMERGENCY: ONGOING FOR 2008-2009

- **DECLARED SNOW EMERGENCY EMAIL LIST:** Email notifications sent to users who sign-up to participate.
- **STREETS WEBSITE:** Snow alert announcement throughout the Streets website.
- **CITY NEWS RELEASES:** RSS subscription capability for users.

OUTREACH DURING A SNOW EMERGENCY: ONGOING FOR 2008-2009

- **WEB NEWS OUTLETS:**
 - madison.com
 - wkow.madison.com
 - badgerherald.com
 - dailycardinal.com
- **WINTER PARKING INFO LINE:**
24/7 Phone Message, 261-9111
- **MADISON CITY CHANNEL:**
Posted on Community Video
Bulletin Board (Monday-Friday)
- **WORD OF MOUTH:** Friends,
co-workers, and neighbors



NEW FOR THE 2008-2009 SEASON: EDUCATIONAL OUTREACH

- **RESIDENTIAL PARKING PERMIT RENEWAL:**
 - 561 out of the 941 users who renewed online, signed-up for the Declared Snow Emergency Email List.
- **METRO TRANSIT BUS PASS PICK-UP:**
 - During the month of August, Metro distributed over 6,000 flyers with UW Madison & MATC student bus passes.

NEW FOR THE 2008-2009 SEASON: EDUCATIONAL OUTREACH

- **MADISON PUBLIC LIBRARIES**
 - Posted on Blogs and sent to Email Lists
 - Distributed 1000 flyers for all MPL Libraries
 - Informational Display at Central Library for Snow Emergency Zone
- **UNIVERSITY LIBRARIES**
 - Arranged to have 11x17 posters posted at Memorial and College Libraries.

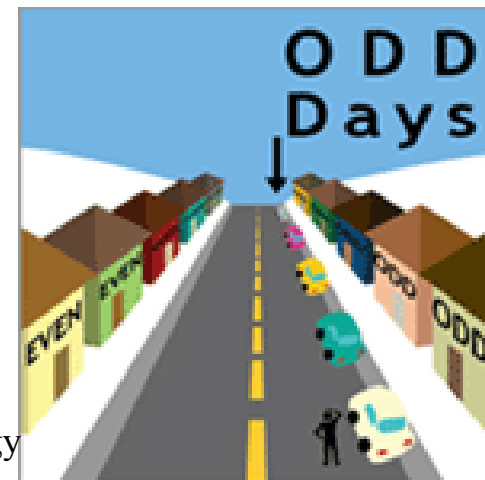
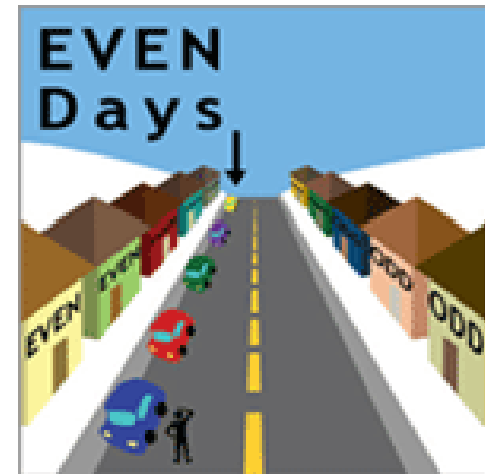


NEW FOR THE 2008-2009 SEASON: EDUCATIONAL OUTREACH

- **ELECTION SEASON:**
 - Canvassed the Clerk's Office and the City-County Building during Election Season
- **RADIO ADVERTISING:** To promote the Winter Portal and the Winter Parking Information Line
 - On all Badger sports and Milwaukee Bucks games
 - The week of January 18, 2009, Clear Channel Stations will run a week of heavy ads, to correspond with the UW starting the Spring Semester.

NEW FOR THE 2008-2009 SEASON: EDUCATIONAL OUTREACH

- **RE-BRANDING CAMPAIGN:**
 - Winter Parking Flyer
 - Winter Portal



NEW FOR THE 2008-2009 SEASON: OUTREACH DURING A SNOW EMERGENCY

- **CITY SITE:** Post a Declared Emergency Snow image. Will be posted on City homepage from November 15 – March 15.

Audience: 215,869 average visits per month



NEW FOR THE 2008-2009 SEASON: OUTREACH DURING A SNOW EMERGENCY

- **MY CITY OF MADISON ACCOUNT:**
Email Lists & AlertMadison Text Messaging
 - User can sign-up for Email Lists & AlertMadison text messaging informational notifications, such as Declared Snow Emergencies.



NEW FOR THE 2008-2009 SEASON: OUTREACH DURING A SNOW EMERGENCY

- **WINTER WEB PORTAL:**

One place for all information regarding the Madison Snow Season & a Declared Snow Emergency:

- Sidewalk Snow & Ice Removal
- Snow Plowing & Plow Updates
- Alternate Side Parking
- Snow Emergency Zone
- Winter Activities



NEW FOR THE 2008-2009 SEASON: OUTREACH DURING A SNOW EMERGENCY

- **PLOW UPDATES:**

AI Schumacher will post plowing updates to the site. Users will be able to sign-up for either an email list or an RSS feed. This is an automated application that will allow AI to post to one place, and reach multiple audiences: Email List, RSS, and the web site.



City of Madison
SNOW PLOWING

NEW FOR THE 2008-2009 SEASON: COSTS

- **RE-BRANDING CAMPAIGN & DISTRIBUTING MATERIALS:**
 - Printing new promotional materials: \$10,000
(Streets)
 - In-house design work: \$4,000
(Information Technology)

TOTAL: \$14,000

NEW FOR THE 2008-2009 SEASON: COSTS

- **TEXT MESSAGING
PILOT PROJECT:**

- For one year the WENS Software cost: \$21,000
- Staff time to implement & integrate into the City of Madison web site: Estimate of \$20,000

TOTAL: \$41,000

DEPARTMENTS THAT CONTRIBUTED:

- Information Technology
- Streets Department
- Metro
- Parks Department
- Fire Department
- Police Department
- Water Utility

